

Other Resources

1. Chambers of Commerce (Key Largo, Islamorada, Marathon, Big Pine Key, Key West)
2. Lodging Association of the Florida Keys and Key West
3. Key West Innkeepers Association
4. Key West Business Guild
5. Key West Attractions Association
6. Key West Bar and Restaurant Association
7. Heart of the Keys Tourist Association (Marathon)
8. Federation of Chambers
9. Florida Keys Council of the Arts
(Cultural Umbrella contract)
10. Florida Keys Fishing Tournaments, Inc.
(Fishing Umbrella Contract)
11. Keys Association of Dive Operators (KADO)
(Dive Umbrella contract)
12. Visit Florida – State Tourism Office
13. Hospitality, Sales & Marketing Association
International (Florida Keys Chapter)
14. International Association of CVB's
15. Fl. Association of Convention & Visitor Bureaus & TDC's
16. TDC sub-committees

II. Marketing Strategies, Methods, Implementation and Measurability

In the following sections are specific plans by department:

I. Advertising

J. Sales

K. Public Relations

L. Film Commission

M. Research

I. Advertising

Advertising is the primary marketing engine for the TDC. Through media, the agency can establish a style and attitude for the destination that sets it apart from the competition, and then project this image to a large audience, creating positive reasons to visit the destination.

Print advertising includes magazines and newspapers. Magazines allow us to target our messages demographically and geographically with high-quality photo reproductions and a long shelf life. Newspapers, on the other hand, offer the ability to communicate tactical retail offers and flexibility in terms of ad position, strong local market coverage, relatively low cost, quick response placement, and broad public acceptance.

Non-print advertising, or broadcast, includes television, radio, and the Internet. Television brings our message to life, teasing the senses with compelling sights and sounds of the destination. Strategic radio buys allow us to promote special events to targeted listeners. And, of course, our continued use of internet advertising enables us to deliver comprehensive, up-to-the-minute information and imagery to anywhere in the world, at the touch of a button.

The Internet has become a full-fledged medium in its own right. Essentially, it's the world's best travel encyclopedia, and content is king. Using a powerful combination of broadcast and print advertising, viewers on this highly interactive medium can spend as much time as they want learning about the destination. We will be active on the web with some banner, search engine words and listings, direct response e-mail, and on-line fulfillment. We will also build our consumer base from our web site with e-permission responses covering various Keys activities and promotions.

Other forms of advertising include brochures, billboards, CDs, direct mail and other promotional and give-away materials. Such advertising can have an effect upon the perceived desirability of the destination and project a constant and controlled reminder to visit and revisit.

Objectives

1. Develop top-of-mind awareness and image of the Florida Keys & Key West as the premier Florida destination for leisure or business travel.
2. Create and maintain a campaign that highlights the reasons and motivations to visit and "protect" our destination.
3. Develop a creative and flexible media plan for year-round tourism for the Florida Keys. Execute the most efficient media buy to reach the affluent traveler.
4. Maintain a unique marketing identity in relation to competitive destinations.
5. Work with travel partners, umbrellas (Fish, Dive, Cultural), special event managers, and meeting planners to promote the Florida Keys & Key West as a total destination.

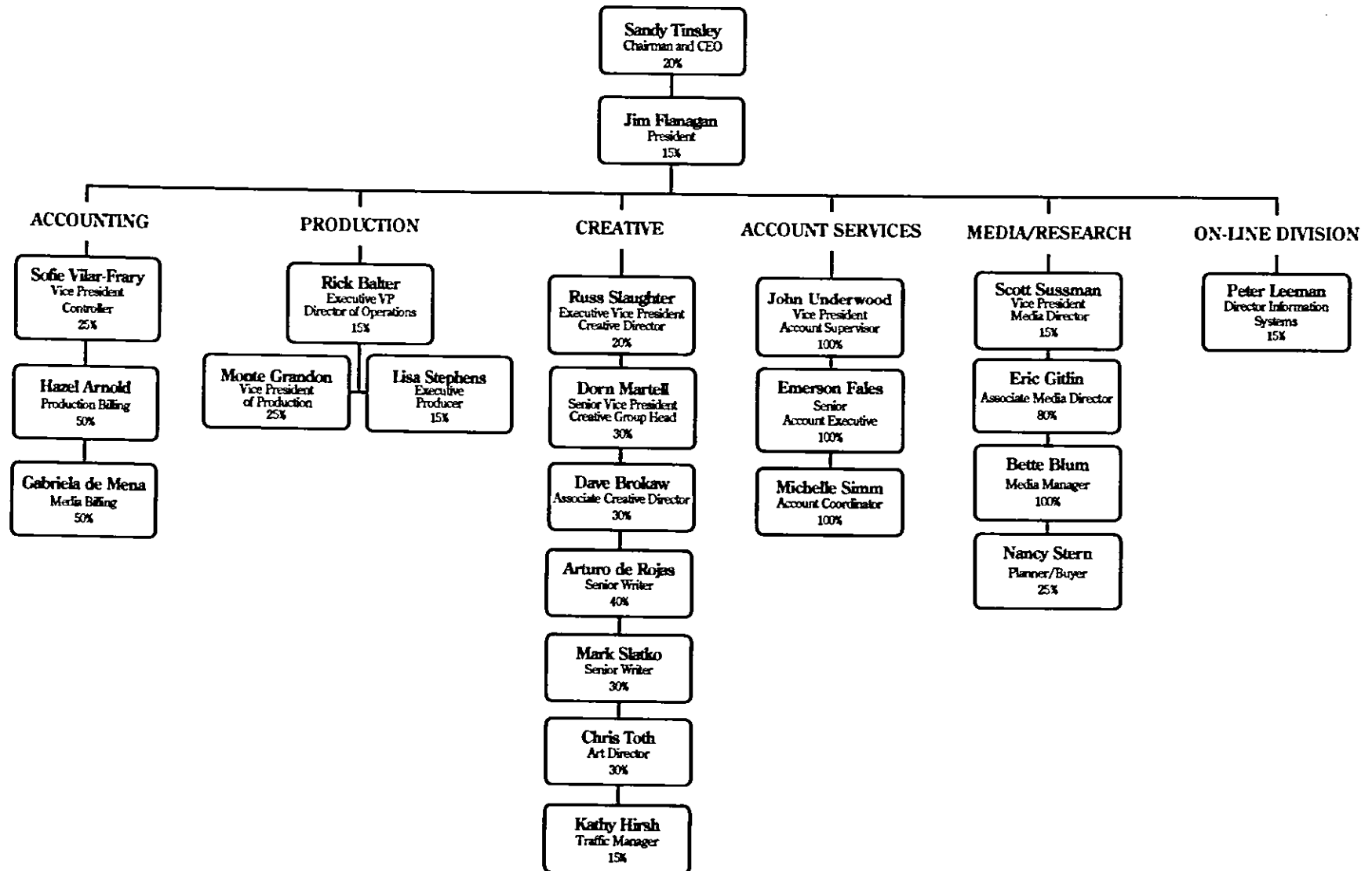
6. Bolster our campaign with value-added opportunities and co-op advertising within existing media and plan future co-op in our consumer e-communications.
7. Drive consumers to our web-site for immediate information, service and point of sale.

Goals

1. Increase visitor response to our web-site.
2. Increase market share of international visitors with a concentration in the UK and Germany.
3. Increase visitor length of stay.
4. Increase visitor expenditures by continuing to target more affluent markets.
5. Increase e-marketing efforts.
6. Increase Geotourism travel.
7. Develop two "Own a City" campaigns (Raleigh-Durham & St. Louis) with the coordination of the sales staff and Public Relations Agency.
8. Increase diversity of marketing efforts.
9. Create a new television spot that promotes flying to the Florida Keys & Key West.



Account Team



Target Marketing

One of the essential elements in any marketing plan is that of identifying and selecting target markets. This is called market segmentation. Competition has become so sophisticated that we must identify and carefully define our target markets to be effective in our advertising.

We can identify our market in categories such as leisure travelers, travel trade, group or business and specialty markets. But it is fundamental that we know and understand the characteristics of these various market segments. Advertising must examine these market segments through demographics, psychographics and geographic analysis. The key is to identify who is traveling, where they are coming from and what was their motivation for making the trip. We want to turn our target market into a captive audience. We will develop more diversity in multi-cultural marketing this year. Consumers respond best to the messages and images that reflect an insight into their culture.

We will continue to develop and refine our electronic or Internet marketing. We will use the Internet through search engines, search words, links and some banner ads to key in on specific markets, both nationally and internationally. We will also target respondents to the website who opt-in for additional direct promotions.

The Agency will also continue to work with the research arm of the Tourist Development Council on visitor analysis to help identify new markets.

This year, we will once again, look to develop two "own a city" campaigns, where we will choose emerging markets and create comprehensive promotional campaigns. These campaigns will include advertising, public relations, sales and other marketing elements, in a short period of time, to give abundant promotional coverage in the targeted areas.

Branding

A brand is a name, term, sign, symbol, design or even a slogan identifying the product or services that differentiate it from the competition.

Brand equity is the marketing term for a brand's value in terms of awareness and perceived quality - in other words, its proven ability to draw and keep customers.

Branding can reflect personality and an attitude, such as our destination's theme, "Come as you are". Our Florida Keys and Key West positioning has become highly effective in creating consumer awareness of our laid back atmosphere and lifestyle. As the advertising reflects: Early riser or night owl. Fisherman or sun worshipper. Diver or tippler. Gourmet or gourmand. Art lover or souvenir hunter. Seeker of luxury or connoisseur of funk.

Branding also develops consumer loyalty, even when reasonable substitutes are offered at lower prices. People are willing to pay more because of the perceptions they associate with the name Florida Keys and Key West.

E-Marketing

Electronic marketing is one of our best methods for developing awareness and image in the most direct, time-efficient and personalized manner available. Interactive electronic marketing is more than a multimedia to entertain or engage a consumer. It is a higher level of strategic marketing allowing the consumer to respond to an interactive relationship with the product. This interactivity is the single element with the greatest impact on advertising and branding today and is part of our Customer Relationship Management (CRM) program. The ability to gather specific and up to the minute consumer feedback makes it possible to adapt advertising messages instantaneously, respond to consumer needs and evaluate the marketing effort.

Our e-marketing campaign will focus on search engines, search words, link-throughs and some banner or click-through ads. This year we offer co-op electronic advertising for our industry partners.

One of the best features of e-marketing is that it enables us to measure the effectiveness of our efforts on a daily basis. Because the advertising is electronic and is direct, it allows us to track the information back to the user or allows us to see if the methods of marketing attracted the potential visitor. We are also able to determine how the visitor came to our site, either by banner, search engine words, web site address or by a hyperlink.

Another important feature of e-marketing is that it can be a global advertising message, twenty-four hours a day, three hundred and sixty-five days a year, at a reasonable cost for all the value marketing features available for our use.

Target Audiences

- **Consumer**

The general target audience for The Florida Keys & Key West is affluent Adults.

- By targeting the affluent adult, we ensure delivery of our message to this segment. We also achieve delivery to the "aspirational" element of a broader audience: those with less income who aspire to experience a quality vacation and thus will be more likely to travel to the Florida Keys & Key West.

Within this group, "umbrella" campaigns will be skewed to prospects with special interests:

- **Leisure Travel**

- Geotourism
- Diving
- Fishing
- Cultural/Historic/Art
- Gay/Lesbian
- Mature
- EcoTourists
- Weddings/Honeymooners
- Soft-Adventure
- Romance

- **Travel Trade**

- Travel Agents/Tour Operators, both nationally and internationally.
- Meeting Planners, for small to mid-size meetings

International advertising includes placement in trade publications and VISIT FLORIDA co-op in consumer and trade media. With the growth of the Internet, the destination has increased its presence on search engines and travel specific websites therefore, our international share of voice will continue to grow. The Internet has made English the primary language of the world. Many websites, including the TDC site, have pages translated into foreign languages, but the medium is in English. Our work with our UK and German representatives will continue to forge efforts targeting the consumer. It is very important to avoid media with 60-90 day closing dates. We want to be flexible when certain situations arise. The economy will also be a factor because Europe normally lags behind the US in any recovery.

Geographic, domestic and international target markets are described within the prospect analysis.

Domestic Target Audience

AFFLUENT ADULTS AGE 35-64, HHI \$75,000+

	Population	% of Total	Index
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AGE 35-64, HHI \$75,000+	39,613,000	100%	131
Total Men	20,152,000	50.9%	101
Total Women	19,461,000	49.1%	99
Age 35-39	7,030,000	17.7%	131
Age 40-44	8,488,000	21.4%	131
Age 45-49	8,451,000	21.3%	131
Age 50-54	7,573,000	19.1%	131
Age 55-64	8,072,000	20.4%	131
HHI \$75,000-\$99,999M	16,297,000	41.1%	96
HHI \$100,000-\$149,999M	14,563,000	36.8%	102
HHI \$150,000-\$199,999M	4,392,000	11.1%	106
HHI \$200,000-\$249,000M	1,868,000	4.7%	102
HHI \$250,000+	2,493,000	6.3%	100
Married	35,604,000	89.9%	102
Single	1,769,000	4.5%	74
Professional/Managerial	20,124,000	50.8%	104
College Graduate	12,482,000	31.5%	94
Own Primary Residence	38,844,000	98.1%	101
2+ Airline Trips in Past Year	19,205,000	48.5%	99
5+ Nights in Hotel/Motel	26,907,000	67.9%	102
Northeast	8,573,000	21.6%	99
Midwest	9,734,000	24.6%	104
South	12,770,000	32.2%	101
West	8,536,000	21.5%	96

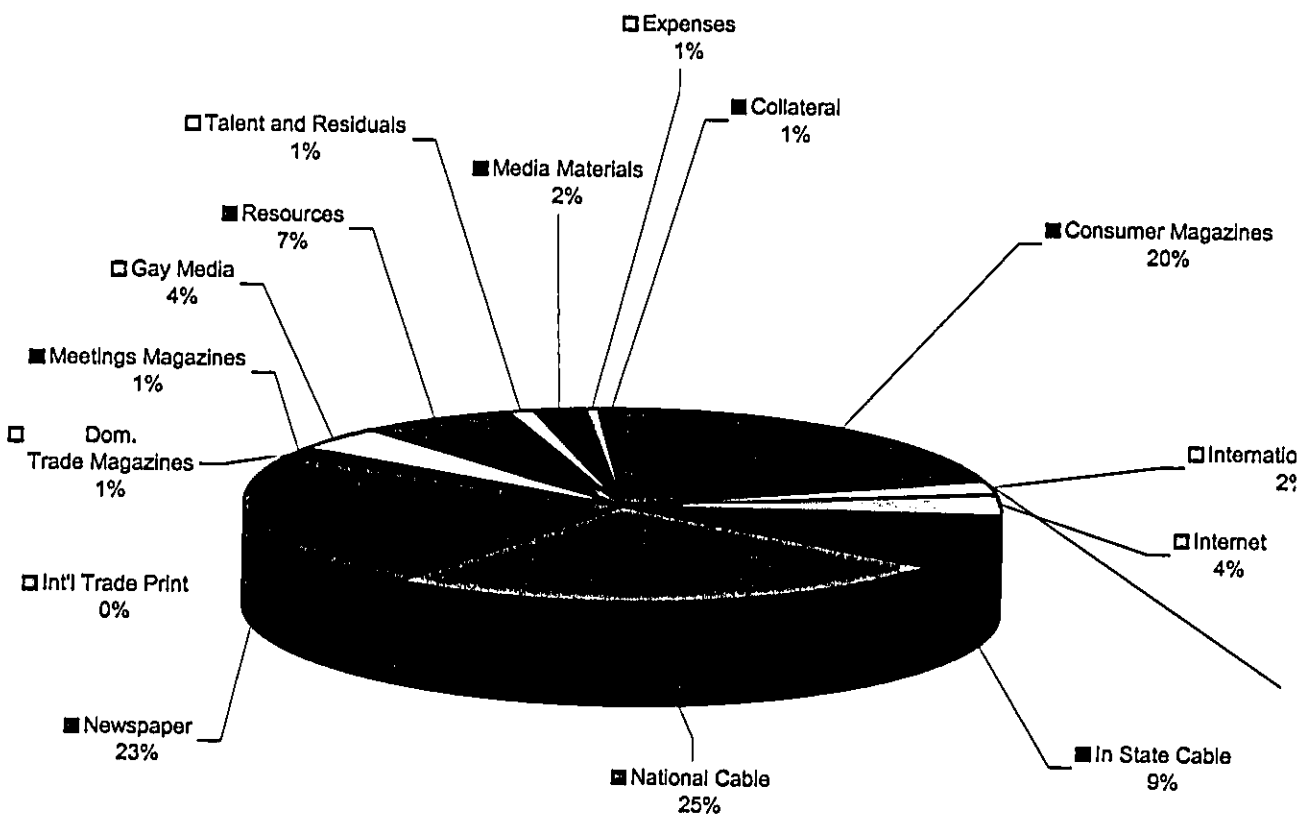
Source: 2003 Monroe Mendelsohn Head of Household Affluent Study.

Index

An index is used to express the percent difference from the average. The average is always 100. Any number above 100 represents the percent above average.

For example, Married=102 index. This means that our target population is 2% more likely than the average to be married.

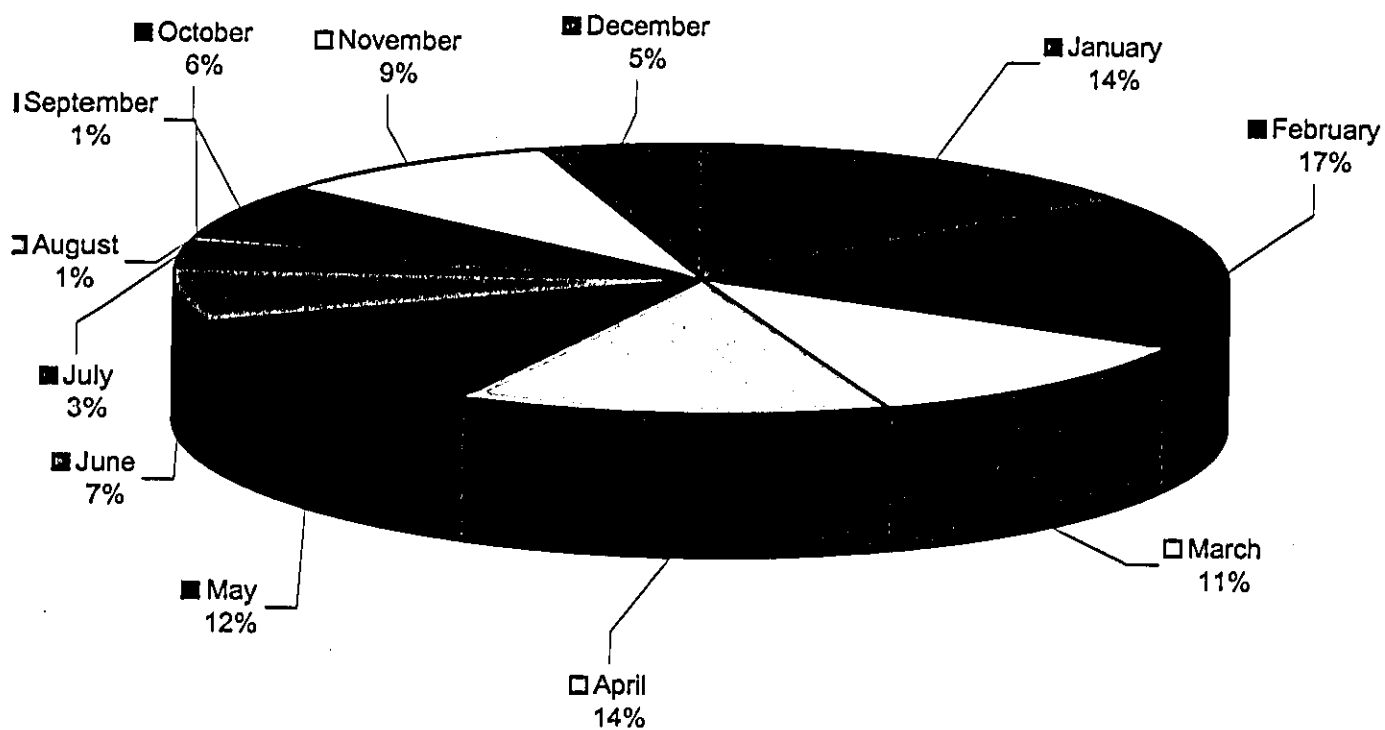
2004-2005 TOTAL PLAN



\$7,313,162

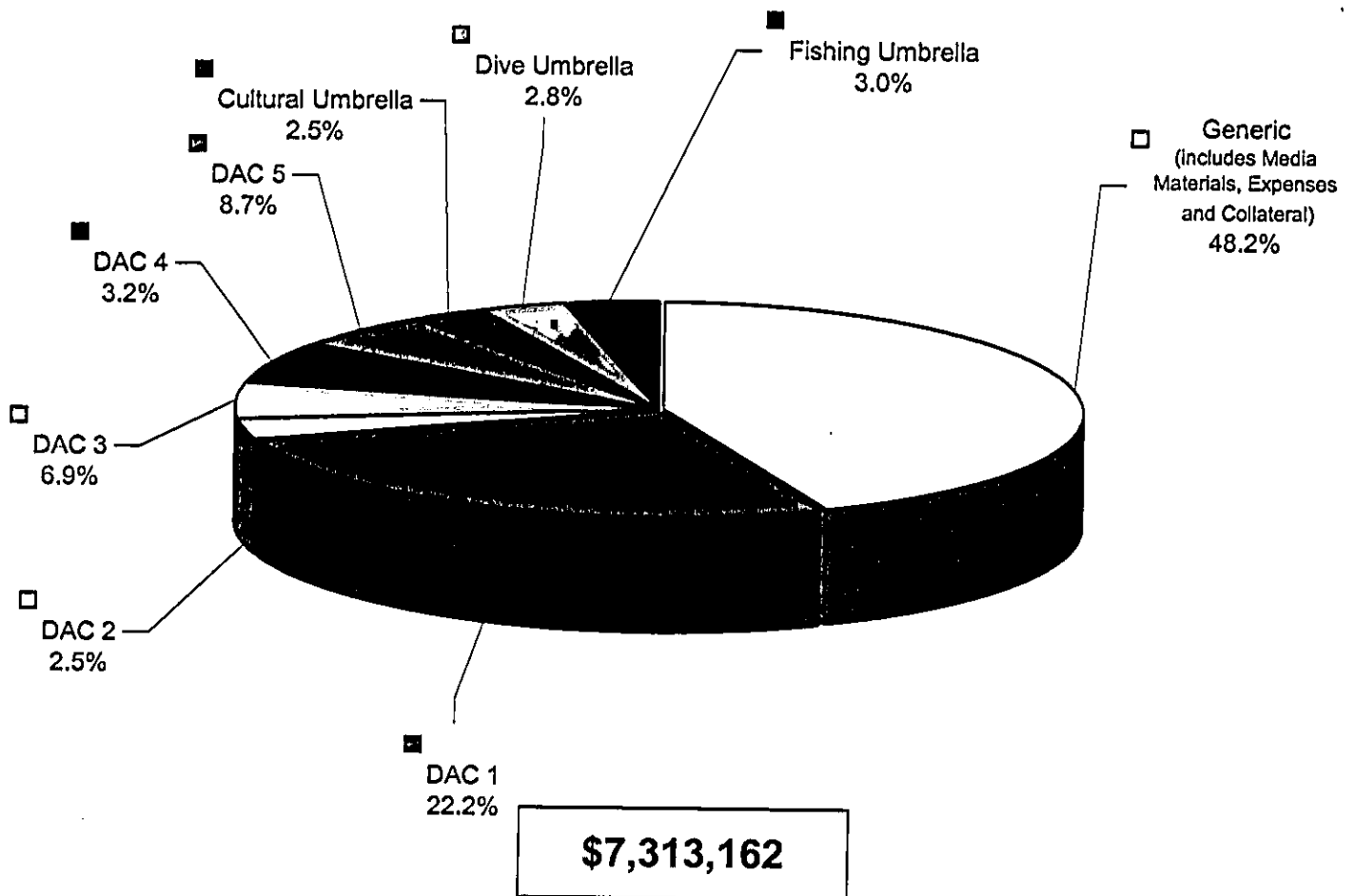
NOTE: Miscellaneous includes Media Materials, Talent and Residuals and Future Fund

2004-2005 MONTHLY MEDIA SPENDING



\$6,494,710 Media

2004-2005 ADVERTISING BREAKOUT



Co-op Advertising

Cooperative advertising was introduced to provide accommodations, businesses, and attractions, direct access to major travel markets at a cost-effective rate.

The co-op program currently has over 100 participants involved in generic, district and umbrella opportunities.

- Due to limited availability, all co-op space and time is on a first come, first served basis.
- Space / time reservations are arranged through your media insertion order form from your agency, and/or your check made out in the full amount for the co-op program you are participating in.
- ONLY Florida Keys & Key West messages are allowed in any co-op ad.
- Magazine. There must be at least four participants for each page. Co-op will be offered in various formats.
- Newspaper Generic. There must be a minimum of 4 participants in each ad.
- Newspaper District. Whether the co-op is display or listing, there must be at least two participants.
- Electronic marketing opportunities.
- All advertising materials must be supplied in accordance with the individual co-op offering.
- The Agency of record will have final creative control. If the Agency feels that any co-op participant has sent material detrimental to the destination or the message does not follow all county ordinances, it will be rejected and all monies will be returned.
- Co-op is initially for bed-tax paying properties only, unless other opportunities are approved and offered for other businesses within the Keys that help promote the destination (galleries, attractions, restaurants etc.)

Rates will be divided as follows:

Accommodation / Attractions

Other:

Contact Tinsley Advertising on rates for businesses not falling into the Accommodations/Attractions category. †

Exact rates will be quoted on individual co-op opportunities to follow.

† Co-op Advertising Rate Policy:

- I. The same rate shall be charged for accommodations and tourist attractions due to the advertising value inherent in materials promoting the beautiful surroundings, lush accommodations, historic, eclectic, or other appeal of the properties.
- II. Other entities may be charged a higher rate based on the fact that the overhead and direct costs are presumed to differ significantly from those for accommodations and attractions and based on the lower degree of innate value to the promotional material of an entity such as reservation services or other providers of goods and services which are not marketing and presenting the images of the Keys which would be inherent in the accommodations and attractions advertisements.

COLLATERAL AND FULFILLMENT

The Market Share Company handles all fulfillment requests by the VIS operations through the Chambers of Commerce, TDC Office and Tinsley Advertising.

Call to Action #'s:

- **U.S.A:** 1-800-FLA-KEYS (For destination brochures).
This is a consumer line that is answered live at the Chambers during business hours; voice mail after hours.
- **South America:** 001-305-296-1552 (For brochures, videos or rate guides).
001-305-296-0788 (Fax)
This is a South American travel trade line that is answered live at the TDC office during business hours; voice mail after hours.
- **U.K:** 01564-794555 (For brochures, videos or rate guides).
01564-795333 (Fax)
This is a United Kingdom/Ireland travel trade line that is answered by our sales staff at Cellet Travel Services.
- **Germany :** 0221-2336-451 (For brochures, videos or rate guides. 0221-2336-450 (Fax)
This is a German travel trade line that is answered by sales staff.
- **Fishing Umbrella:** 1-888-FISH-KEYS (For fishing video and tournament guide).
This is a consumer line that is answered at USA 800. If the caller would like the fishing video, the operator will take down the caller's name, address, phone number and credit card number. A video and tournament guide will arrive no later than two days after the order is taken. If the consumer only wants the tournament guide, the operator will take the caller's name and address and the brochure will be mailed within two days.
- **Key Largo:** 1-800-822-1088 (For the Generic Destination Accommodations Guide and/or CD and information).
This is a consumer line that is answered live at the Key Largo chamber during business hours; voice mail after hours.
- **Islamorada:** 1-800-FAB-KEYS (For the Generic Destination Accommodations Guide and/or CD and information).
This is a consumer line that is answered live at the Islamorada chamber during business hours; live at USA 800 after hours.
- **Marathon:** 1-800-2-MARATHON (For the Generic Destination Accommodations Guide and/or CD and information).
This is a consumer line that is answered live at the Marathon chamber during business hours; voice mail after hours.
- **Lower Keys:** 1-800-USA-ESCAPE (For the Generic Destination Accommodations Guide and/or CD and information).
This is a consumer line that is answered live at the Big Pine Key chamber during business hours; voice mail after hours.
- **Key West:** 1-800-LAST-KEY (For the Generic Destination Accommodations Guide and/or CD and information).
This is a consumer line that is answered live at the Key West chamber during business hours; voice mail after hours.
- E-mail requests to chambers and TDC office are downloaded by the TDC and passed along to the fulfillment house.

Fulfillment Houses:

- **The Market Share Company (MS) - Key West, FL**
They control all district, generic trade, generic consumer and trade requests daily to MS. They are also responsible for shipping all domestic trade show collateral for the Sales & Marketing team.
- **USA 800 - Kansas City, MO**
They control all fishing video & tournament guide fulfillment.

European fulfillment houses

- **BH&P Direct Mail Ltd. - United Kingdom.**
They are the primary European and Asian fulfillment house. This mailhouse services all Europe and Asia with exception of German speaking countries.
- **Presse u. Touristikdienst Nentwich - Germany**
They are the secondary European fulfillment house. This mailhouse services Germany, Austria, and Switzerland.

Generic Collateral:

Destination/Generic Brochure: A complete guide on every district, diving, fishing, events, attractions, meeting planners guide. A consumer receives this when dialing 1-800-FLA-KEYS or when requesting information on any district when calling a particular chamber.
Description: 4" x 9" four-color • Weight: 2.8 oz. • First Class: .83¢ • Bulk: .27¢

Destination/Generic CD: An interactive CD that includes a button for the new Keys Video, a button for the Destination/Generic Brochure as a PDF File, a button & link that connects to the official TDC web site and a button for maps and screensavers. A consumer receives this when dialing 1-800-FLA-KEYS or when requesting information on any district when calling a particular chamber. **Description:** CD & CD Sleeve • Weight: 1.4 oz. • First Class: .60¢ • Bulk: .27¢

Conch Brochure: A brochure that gives a description of each district with specific attractions, map and Chamber information. Available in English, Italian, Japanese, Portuguese, Spanish, Swedish, French, & German. **Description:** 4" x 9" four color • Weight: .5 oz. • First Class: .37¢ • Bulk: .27¢

Meeting Planners Guide: A guide featuring a beauty shot of participating properties, along with a description and room/facilities chart. Includes map and directional information.
Description: 8.5" x 11" folded, four color • Weight: 1.7 oz • First Class: .60¢ • Bulk: .27¢

Florida Keys and Key West Film Commission Production Guide: A brochure highlighting location sites, attractions and permit information as well as accommodation and film production related business listings. **Description:** 5.5" x 8.5" four-color B& W inside • Weight: 2.4 oz. • First Class: .78¢ • Bulk: .26¢

District / Umbrella / Association Collateral:

Key West Attractions Guide: A membership listing of the attractions, shopping and visitor centers in Key West. Produced by the Key West Attractions Association. • Available in German and Italian. • A consumer receives this when dialing 1-800-LAST-KEY or 1-800-FLA-KEYS. Produced by Key West Attractions Association. **Description:** 4" x 9", 8 panels, four-color • Weight: .7 oz. • First Class: .37¢ • Bulk: .27¢

Key West Innkeepers Directory: A membership listing of Key West's inns and guesthouses. • A consumer receives this when dialing 1-888-KEY-INNS. Produced by Key West Innkeepers Association. **Description:** 4" x 9", 20 pages, four-color • Weight: 1.4 oz. • First Class: .55¢ • Bulk: .26¢

Key West Business Guild Brochure: Key West, "Where there's freedom, there is expression". The Gay destination. A consumer receives this when dialing 1-877-724-5247. **Description:** 4" x 9", 16 pg., four-color • Weight: 1.9 oz. • First Class: .60¢ • Bulk: .27¢

Fishing Tournament Guide: Complete list of Tournaments with date, location and director information. A consumer will receive both this guide and video when calling 1-888-FISH-KEYS. **Description:** 12" x 9", folded 3 panel, four-color • Weight: .3oz. • First Class: .37¢ • Bulk: .27¢

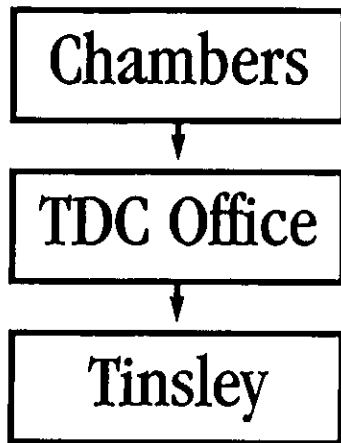
Cultural Magazine: Magazine featuring a complete calendar of events. Includes articles on famous people who have visited the Keys as well as the visual & performing arts in the destination. A consumer will receive this guide when calling 1-800-FLA-KEYS. **Description:** 8.5" x 11", 16 pages, four-color • Weight: 1.9 oz. • First Class: .60¢ • Bulk: .27¢

Dive and Snorkeling Brochure: Includes information about diving and snorkeling in the Florida Keys and Key West. A consumer will receive this guide when they call 1-800-FLA-KEYS. **Description:** 4" x 9", 16 pages, four-color • Weight: .7 oz. • First Class: .37¢ • Bulk: .27¢

FULFILLMENT PROCEDURES

DOWN

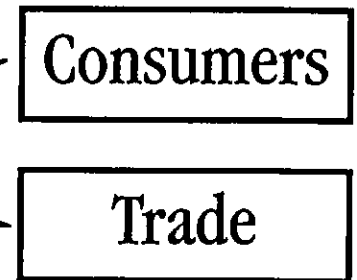
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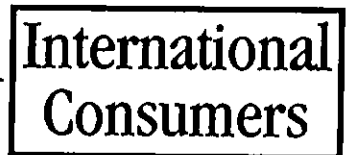
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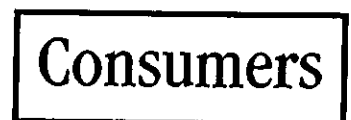
SHIP TO:



INTERNATIONAL



CALL TO ACTION



THE FLORIDA KEYS & KEY WEST
MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
Come as you are®

There are countless destinations able to boast of sun and surf:
all with hotels, restaurants and various amusements.

For all that, there are few, if any, destinations, that compare with
the unique charm of the Florida Keys and Key West.

Nowhere does the spirit of live and let live manifest itself so eloquently
as it does here, in virtually every level of society. And at every level
of accommodations and amenities.

Early riser or night owl. Fisherman or sun worshipper. Diver or tippler.
Gourmet or gourmand. Art lover or souvenir hunter.
Seeker of luxury or connoisseur of funk.

"COME AS YOU ARE"

GENERIC MEDIA PLACEMENT

- **Consumer Magazines (Dedicated)**
1/2, 1/3, 1/4 and 1/6 page, four-color ads will be utilized to target to the upscale seasoned traveler.
- **Consumer Magazines (FLA USA co-op)**
Co-op participation in consumer magazines and travel trade publications.
 - Florida International Travel Planner
 - Florida Official Travel Industry Guide
 - Florida Official Meeting Planner Guide
 - Official Florida Vacation Guide
 - Official Florida Camping Directory
- **Consumer Magazine (Destination Co-op)**
Full, two-thirds and half page, 4 color ads with destination property participation
- **Internet**
 - Yahoo / Google
 - Search Engine/Search Word listings - Overture
 - Banner advertising on several magazines' web-sites as added value.
 - Opt-in direct marketing promotional efforts
- **Television**
National Network Cable :30 second spots on programs targeted to reach the demographic profile:
CNN/Headline News, The Travel Channel, The Weather Channel, History Channel, Home & Garden Television, MSNBC, CNBC, Bravo, Fox News, and The Food Network.
- **Radio**
Sixty-second radio spots will be used in-state.
- **Newspaper**
Ads placed in the travel sections of top feeder market newspaper, both in state and out of state. Allows for co-op opportunities for individual properties. Pick-ups on Friday Entertainment Sections will also be incorporated in within in-state newspaper efforts.
- **Travel Trade**
Ads to create awareness among travel planners both domestically and international and coincide with major travel shows.
- **Meetings/Groups/Conventions**
Both co-op and dedicated ads will be utilized to increase the potential for The Keys to become a location for small to mid-sized meetings and group travel.

All efforts will promote traffic to the Florida Keys and Key West web-site (www.fla-keys.com).

The publications on the media plan are selected based on the following criteria:

- Target audience
- Cost efficiency/cost per response
- Past performance
- Co-op ability

GENERIC PLAN

Magazines:

Coastal Living

- Circulation: 570,237
- 2/3 Page 4 Color CPM - \$20.78

Male: 33%
Female: 67%
Median Age: 49.3
MHHI: \$125,400

Islands

- Circulation: 230,994
- Page 4 Color CPM - \$74.74

Male: 49.7%
Female: 50.3%
Median Age: 49.1
MHHI: \$120,800

Travel & Leisure – Eastern Edition

- Circulation: 525,000
- 1/3 Page 4 Color CPM - \$30.45

Male: 47.1%
Female: 52.9%
Median Age: 50.0
MHHI: \$121,000

Bride's

- Circulation: 385,000
- 1/2 Page 4 Color CPM- \$66.08

Male: 5%
Female: 95%
Median Age: 30.5
MHHI: \$49,029

The Knot

- Circulation: 265,000
- Page 4 Color CPM - \$46.90

Male: 20.0%
Female: 80.0%
Median Age: 27
MHHI: \$63,000

Southern Living

- Circulation: 1,186,270
- 2/3 Page 4 Color CPM - \$27.72

Male: 23.0%
Female: 77.0%
Median Age: 48.1
MHHI: \$78,995

Islands Weddings

- Circulation: 200,000
- Page 4 Color CPM – \$50.07

Male: 32.0%
Female: 68.0%
Median Age: 32
MHHI: \$65,000

AARP (50-69)

- Circulation: 850,000
- 1/3 Page 4 Color CPM – \$14.46

Male: 41.2%
Female: 58.8%
Median Age: 58
MHHI: \$60,736

Art News

- Circulation: 82,200
- Page 4 Color CPM – \$68.79

Male: 41%
Female: 59%
Median Age: 48
MHHI: \$205,000

Bridal Guide

- Circulation: 220,066
- _ Page 4 Color CPM - \$33.66

Male: 11.0%
Female: 89.0%
Median Age: 29.4
MHHI: \$50,287

Conde Nast Traveler-Eastern Edition

- Circulation: 380,042
- 1/3 Page 4 Color CPM - \$23.15

Male: 43.0%
Female: 57.0%
Median Age: 46.2
MHHI: \$133,200

The New Yorker

- Circulation: 925,000
- 1/6 Page 4 Color CPM – \$13.72

Male: 50.4%
Female: 49.6%
Median Age: 51
MHHI: \$124,007

New York

- Circulation: 442,209
- 1/3 Page 4 Color CPM - \$40.92

Male: 42.8%
Female: 57.2%
Median Age: 42.6
MHHI: \$79,201

Texas Monthly

- Circulation: 303,089
- 1/3 Page 4 Color CPM – \$35.82

Male: 49.0%
Female: 51.0%
Median Age: 41.5
MHHI: \$73,000

Atlanta Magazine

- Circulation: 66,719
- 1/2 Page 4 Color CPM - \$45.39

Male: 33.0%
Female: 67.0%
Median Age: 49.5
MHHI: \$133,200

AAA Going Places

- Circulation: 2,200,000
- 1/2 Page 4 Color CPM – \$7.67

Male: 40.0%
Female: 60.0%
Median Age: 43
MHHI: \$59,500

Gourmet

- Circulation: 958,974
- 2/3 Page 4 Color CPM - \$28.16

Male: 25.0%
Female: 75.0%
Median Age: 47.6
MHHI: \$76,205

Bon Appetit

- Circulation: 1,302,311
- 1/3 Page 4 Color CPM – \$16.79

Male: 28.2%
Female: 71.8%
Median Age: 45.8
MHHI: \$85,161

Birding

- Circulation: 20,001
- 1/3 Page 4 Color CPM – \$34.60

Male: 64.0%
Female: 36.0%
Median Age: 55
MHHI: \$95,500

AAA World

- Circulation: 2,081,654
- 1/6 Page 4 Color CPM – \$3.10

Male: 44%
Female: 56%
Median Age: 53.3
MHHI: \$90,500

Cincinnati Magazine

- Circulation: 28,188
- 1/4 Page 4 Color CPM – \$23.34

Male: 58.4%
Female: 41.6%
Median Age: 54.6
MHHI: \$114,200

St. Louis Magazine

- Circulation: 30,000
- 1/2 Page 4 Color CPM – \$68.03

Male: 32%
Female: 68%
Median Age: 49.9
MHHI: \$120,000

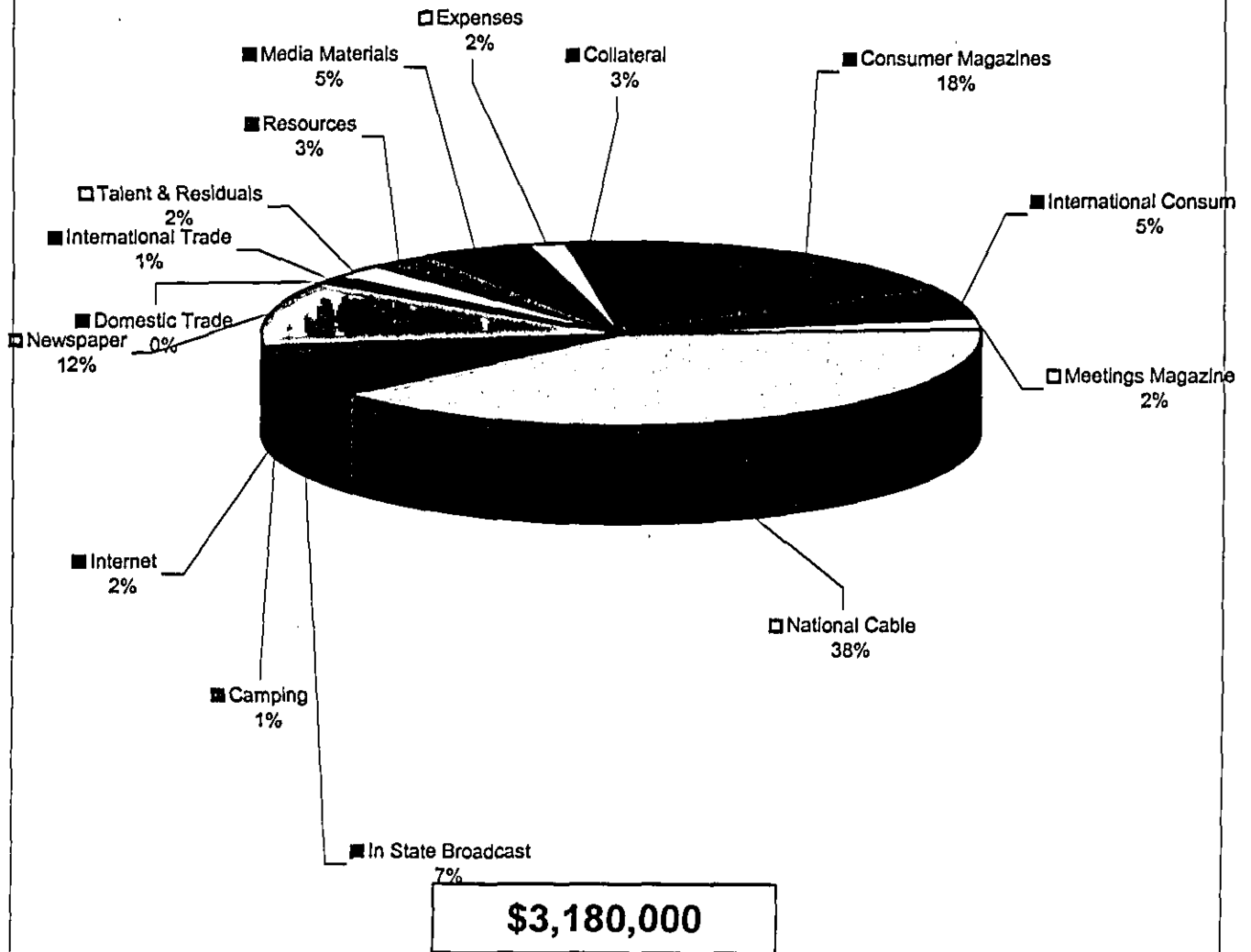
Raleigh Metro Magazine

- Circulation: 40,000
- 1/2 Page 4 Color CPM – \$64.35

Male: 48%
Female: 52%
Median Age: 43
MHHI: \$126,000

Source: MRI Fall 2003
2002/2003-Monroe Mendelsohn,
Subscriber Study 2003,
Mark Clements Subscriber Study 2003
(Art News)

Generic 2004-2005 Media Spending by Category



[illegible]

		2004/2005 GENERIC MEDIA PLAN																														To Be Ordered Media =	Ordered Media =																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
		*Labor Season (8/6-3/1)					*Halloween (10/31)					*Christmas (12/25)					*Grand Prix (Feb)					*New Year's (1/1)					*Pine Day (2/21)					*Easter (3/27)					*Memorial Day (5/30)					*2nd Day (7/4)					*Latter Day (8/5)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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2004/2005 GENERIC MEDIA PLAN		To Be Ordered Media		Ordered Media	
THE FLORIDA KEYS & KEY WEST GENERIC		* Laborer Season (8/6-3/31)		* Non-Laborer Season (7/28-7/28)	
2004/2005 Media Plan		* Columbus Day (10/11)		* New Year's (1/1)	
		* Thanksgiving (11/25)		* MLK Day (1/17)	
		* Grand Prix (2/6)		* Easter (3/27)	
		* Memorial Day (5/30)		* 1st Day (7/4)	
		* Labor Day (9/6)			
		Oct 04		Nov 04	
		Dec 04		Jan 05	
		Feb 05		Mar 05	
		Apr 05		May 05	
		Jun 05		Jul 05	
		Aug 05		Sept 05	
		Oct 05		Nov 05	
		Dec 05		Jan 06	
		Feb 06		Mar 06	
		Apr 06		May 06	
		Jun 06		Jul 06	
		Aug 06		Sept 06	
		Oct 06		Nov 06	
		Dec 06		Jan 07	
		Feb 07		Mar 07	
		Apr 07		May 07	
		Jun 07		Jul 07	
		Aug 07		Sept 07	
		Oct 07		Nov 07	
		Dec 07		Jan 08	
		Feb 08		Mar 08	
		Apr 08		May 08	
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		Aug 08		Sept 08	
		Oct 08		Nov 08	
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		Jun 09		Jul 09	
		Aug 09		Sept 09	
		Oct 09		Nov 09	
		Dec 09		Jan 10	
		Feb 10		Mar 10	
		Apr 10		May 10	
		Jun 10		Jul 10	
		Aug 10		Sept 10	
		Oct 10		Nov 10	
		Dec 10		Jan 11	
		Feb 11		Mar 11	
		Apr 11		May 11	
		Jun 11		Jul 11	
		Aug 11		Sept 11	
		Oct 11		Nov 11	
		Dec 11		Jan 12	
		Feb 12		Mar 12	
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		Dec 27		Jan 28	
		Feb 28		Mar 28	
		Apr 28		May 28</	

2004/2005 GENERIC MEDIA PLAN		To Be Ordered Media		Ordered Media	
THE FLORIDA KEYS & KEY WEST GENERIC 2004/2005 Media Plan		* Laborer Season (8/4-8/31) * Hurricane (10/31) * Hurricane/Black 11/14/03-11/18/03 * Christmas (12/05) * Columbus Day (10/11) * Thanksgiving (11/25) * New Year's (1/1) * MLK Day (1/17) * Grand Prix (2/4) * Pinx Day (2/21) * Easter (2/27) * Memorial Day (5/30) * Ind Day (7/4) * Labor Day (9/5)		* May-Laborer Season (7/28-7/29)	
MARK CLOSURES Club Restaurant Casino Hotel Office School		Club Restaurant Casino Hotel Office School		Club Restaurant Casino Hotel Office School	
NATIONAL CABLE TELEVISION National Network CableNetworks Considered (HBO/CableNetworks/Cable) (HBO/CableNetworks/Cable) (HBO/CableNetworks/Cable) (HBO/CableNetworks/Cable)		Club Restaurant Casino Hotel Office School		Club Restaurant Casino Hotel Office School	
FLORIDA LOCAL CABLE TELEVISION Florida Local Cable Television/Hipanic Hispanic Miami West Palm Beach Orlando		Club Restaurant Casino Hotel Office School		Club Restaurant Casino Hotel Office School	
LOCAL RADIO		Club Restaurant Casino Hotel Office School		Club Restaurant Casino Hotel Office School	
INTERNET Overlays - Search Engine Listings Florida Keys, Florida Keys, Florida Keys, Florida Keys Florida Keys, Florida Keys, Florida Keys, Florida Keys Florida Keys, Florida Keys, Florida Keys, Florida Keys Florida Keys, Florida Keys, Florida Keys, Florida Keys		Club Restaurant Casino Hotel Office School		Club Restaurant Casino Hotel Office School	
FLAUSA.com Banner in Destination, Region, Page and Key Keyword		Club Restaurant Casino Hotel Office School		Club Restaurant Casino Hotel Office School	
FLAUSA Visit Florida Japan Newsletter e-mail 20,000		Club Restaurant Casino Hotel Office School		Club Restaurant Casino Hotel Office School	
nytimes.com (NY Times Great Getaways Opt-in e-mail blast) 415,000 subscribers		Club Restaurant Casino Hotel Office School		Club Restaurant Casino Hotel Office School	
The Knot (included in Print Buy)		Club Restaurant Casino Hotel Office School		Club Restaurant Casino Hotel Office School	
Weather.com (500,000 impressions) (Weather triggered NY, BOE, CHC, PHL, DC Under 40 degrees, snow or ice)		Club Restaurant Casino Hotel Office School		Club Restaurant Casino Hotel Office School	
Atalya.com/GORP.com/Outside Online Content targeted and Geo targeted impressions (+ 3 Free Keys featured in the Daily Escapes Newsletter reaching 120,000) (airing, camping, cycling, eco-tours, fishing, dining, snorkeling, hiking, paddling, sailing and other water sports)		Club Restaurant Casino Hotel Office School		Club Restaurant Casino Hotel Office School	
GENERIC-TV TOTAL:		GENERIC-RADIO TOTAL:		GENERIC-INTERNET TOTAL:	
GRAND TOTAL:		GRAND TOTAL:		GRAND TOTAL:	

2004/2005 GENERIC MEDIA PLAN										To Be Ordered Media		Ordered Media	
										* Labor Day (9/6)			
										* Memorial Day (5/30)		* 2nd Day (7/4)	
										* Grand Prix (6/1)		* Easter (3/27)	
										* First Day (3/21)			
										* Christmas (12/25)			
										* Thanksgiving (11/25)			
										* Columbus Day (10/11)			
										* Labor Day (9/6)			
										* 2nd Day (7/4)			
										* Memorial Day (5/30)			
										* Grand Prix (6/1)			
										* First Day (3/21)			
										* Christmas (12/25)			
										* Thanksgiving (11/25)			
										* Columbus Day (10/11)			
										* Labor Day (9/6)			
										* 2nd Day (7/4)			
										* Memorial Day (5/30)			
										* Grand Prix (6/1)			
										* First Day (3/21)			
										* Christmas (12/25)			
										* Thanksgiving (11/25)			
										* Columbus Day (10/11)			
										* Labor Day (9/6)			
										* 2nd Day (7/4)			
										* Memorial Day (5/30)			
										* Grand Prix (6/1)			
										* First Day (3/21)			
										* Christmas (12/25)			
										* Thanksgiving (11/25)			
										* Columbus Day (10/11)			
										* Labor Day (9/6)			
										* 2nd Day (7/4)			
										* Memorial Day (5/30)			
										* Grand Prix (6/1)			
										* First Day (3/21)			
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										* Thanksgiving (11/25)			
										* Columbus Day (10/11)			
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										* 2nd Day (7/4)			
										* Memorial Day (5/30)			
										* Grand Prix (6/1)			
										* First Day (3/21)			
										* Christmas (12/25)			
										* Thanksgiving (11/25)			
										* Columbus Day (10/11)			
										* Labor Day (9/6)			
										* 2nd Day (7/4)			
										* Memorial Day (5/30)			
										* Grand Prix (6/1)			
										* First Day (3/21)			
										* Christmas (12/25)			
										* Thanksgiving (11/25)			
										* Columbus Day (10/11)			
										* Labor Day (9/6)			
										* 2nd Day (7/4)			
										* Memorial Day (5/30)			
										* Grand Prix (6/1)			
										* First Day (3/21)			
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2004/2005 GENERIC MEDIA PLAN		To Be Ordered Media		Ordered Media																	
THE FLORIDA KEYS & KEY WEST GENERIC		* Laborer Section (88-301)		* Fulltime (1401)		* Clerkship (1325)		* Grand Prix (84)		* Pave Day (521)		* Easter (327)		* Memorial Day (500)		* 2nd Day (74)		* Labor Day (84)		* 2004-2005 Media Plan	
		* Columbus Day (1011)		* Thanksgiving (1128)		* New Year's (1/1)		* MLK Day (1/17)													
		Oct 24	Oct 25	Oct 26	Oct 27	Oct 28	Oct 29	Oct 30	Oct 31	Nov 1	Nov 2	Nov 3	Nov 4	Nov 5	Nov 6	Nov 7	Nov 8	Nov 9	Nov 10	Nov 11	Nov 12
		27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
		16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4
		5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
		25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13
		14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2
		3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
		23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11
		12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
		21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9
		10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29
		18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6
		7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
		15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3
		4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
		13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1
		2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
		11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
		30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
		19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7
		8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27
		17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5
		6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
		15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3
		4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
		13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1
		2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
		11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
		30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
		19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7
		8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27
		17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5
		6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
		15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3
		4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
		13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1
		2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
		11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
		30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
		19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7
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		17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5
		6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
		15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3
		4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
		13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1
		2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
		11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
		30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
		19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7
		8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27
		17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5
		6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
		15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3
		4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
		13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1
		2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
		11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
		30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
		19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7
		8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27
		17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5
		6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
		15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3
		4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
		13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1
		2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
		11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
		30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
		19	20	21	22	23	24	25	26	27	28										

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